



QNET

Revamping its e-commerce platform, **QNET** blends content and commerce to drive conversions while fostering personal, exclusive connections between sellers and consumers.

Founded: 1998 • **Employees:** 1,000 • **Headquarters:** MG Tower, 133 Hoi Bun Road, Kwun Tong, Kowloon East, Hong Kong • www.qn-uae.ae/en

Reaching five million customers worldwide, QNET is one of the world's fastest-growing online shopping and business communities and one of Asia's leading direct selling companies. The e-commerce pioneer sells thousands of products online—from everyday consumer brands to high-end luxury goods—through its network of Independent Representatives (IRs).

The company prides itself on its unique business model that enables people from all walks of life to easily start their own business by becoming an Independent Representative (IR). Until recently consumers could only purchase QNET products through other IRs and through customer referrals. Part of QNET's recent rebranding strategy involves opening its e-commerce portal to retail customers and distributors alike.

Meeting demands of a modern business

Since 100% of QNET's business transactions take place online, it's critical that the company delivers a stellar consumer experience across multiple channels for its retail customers and distributors. It's equally important that the platform supports the business users who enable and maintain the local e-stores in the different regions without requiring IT support.

QNET had been relying on a proprietary e-commerce platform. While the platform was cutting-edge a decade ago, it could no longer meet the demands of the growing multi-channel business nor accommodate consumer expectations, such as personalized content and social integration.

Meanwhile, IT had become a bottleneck. Any updates—even a simple text edit, like a price change—had to be performed by a developer. As a result, it could

Challenges

- **Serve 100+ countries**, with various pricing schemas and currencies
- **Support for 10+ languages** with different scripts (e.g. Arabic left to right)
- **Shift responsibility of content updates** from IT to business teams
- **Enable self-service publishing** and content updates for business users and marketers
- **Collect and analyze data** to better target and serve customers
- **Personalize content** based on country, language, previous purchases, and interactions.
- **Integrate multiple backend systems**, ERP, payment providers, SSO, CRM

Solution

- Sitecore Experience Platform 8.1
- Sitecore Commerce powered by Commerce Server 8.1
- Leveraged Commerce catalog system to support 400+ pricing catalogs and 50+ warehouses

Results

- **Single platform** that supports 200+ countries, localized per country/region
- **Faster site rollouts** and content updates
- **Powerful analytics** enables better testing and optimization
- **Personalized experience** lends to more user engagement
- **Sales and marketers empowered** to make content updates, freeing IT to work on development

take months to roll out a new e-store and weeks to list a new product. According to Malcolm Chiu, COO at QNET, “Not only did this hinder sales and marketing initiatives, it prevented IT from focusing on high-priority IT initiatives.”

Largest IT project in company’s history

Along with help from Sitecore partner Delaware, QNET decided to embark on the largest IT project in its history—to successfully implement and launch its next-generation e-commerce platform using Sitecore Experience Platform (XP) and Sitecore Commerce.

With Sitecore Commerce native capabilities such as catalog, inventory, pricing, discount and promotion management, and shopping cart interactions, QNET marketers and IRs can take full control of products and promotions. Sitecore Commerce also allows QNET to manage completely contextual, entirely relevant customer experience and retarget visitors with abandoned shopping carts.

“Sitecore XP and Sitecore Commerce powered by Commerce Server enable QNET to create a seamless and consistent shopping experience within context of the consumer experience,” said Van Genechten, COO of Delaware Greater China.

Blending content and commerce

Together, Delaware and QNET set about planning and implementing Sitecore to support 100+ countries, 10+ languages, and 1000+ product SKUs. The project scope includes automating various country- and consumer-specific promotions and product pricing; capturing deep analytics based on a customer’s profile, interests, and actions; and enabling social media integration.

“By implementing Sitecore Commerce, QNET now has access to macro- and micro-analytics through the customer Experience Profile, giving them insights into what matters to their visitors and allowing them to focus on continuously improving the customer experience,” says Bert Van Genechten, COO of Delaware Greater China.

As another benefit of using Sitecore, QNET has shifted content management from IT to sales and marketing, greatly expediting e-store rollouts and content updates, while freeing IT to work on high-priority development projects.

The future looks bright

The project started in January 2016, and the first website went live 12 months later with United Arab Emirates in December 2016. QNET plans to reach all +200 countries, while continuing to add features including marketing automation and CRM integration, by the end of 2017.

“As one of the largest and most successful direct-selling companies in the world, we have complex membership, product, and pricing management requirements. With Sitecore Commerce, we can deliver an exceptional digital experience that’s modern, robust, easy to maintain—all of which results in faster time to market and happier Independent Representatives and customers,” concludes Trevor Kuna, CEO of QNET.

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